



2014 TEXAS TOURISM REGION AND MSA VISITOR PROFILE

PRAIRIES & LAKES REGION

MSAs:

Dallas-Plano-Irving
Fort Worth-Arlington
Sherman-Denison
College Station-Bryan
Killeen-Temple-Fort Hood
Waco



Year-End 2014 Texas Tourism Regions and MSA Profile

PRAIRIES & LAKES REGION



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Objectives of this report...

The objective of this report is to provide comprehensive and reliable travel information for each of Texas' seven Tourism Regions and individual Metropolitan Statistical Areas (MSAs) within each Tourism Region. An MSA is a geographical region defined by the U.S. Office of Management and Budget (OMB) as one or more counties having a large central population area and being related to the central population area by economic, geographic, and other factors. Not every Texas county is in an MSA.

How to read this report

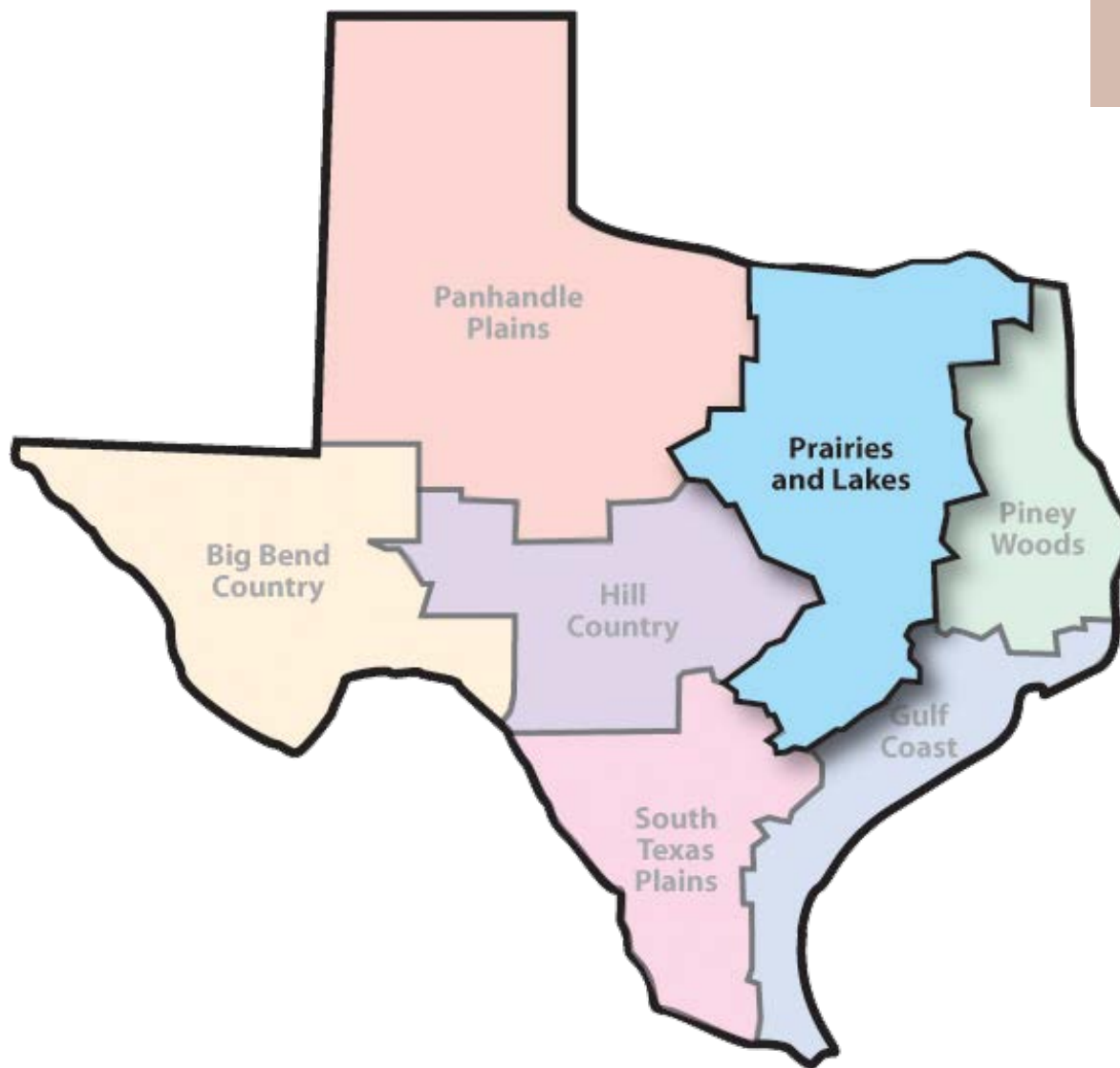
The data are presented in a user-friendly manner to allow decision makers to fully understand travel patterns in their market and to help them design specific strategies for their product.

The data are made available by D.K. Shifflet and Associates, Ltd, through its *DIRECTIONS* syndicated traveler tracking system. It provides an accurate representation of domestic travel patterns to Texas' Tourism Regions and MSAs.

Data

Prairies & Lakes Tourism Region Profile

Prairies & Lakes Tourism Region



Prairies & Lakes Region Executive Summary

Highlights of Visitors to the Prairies & Lakes Region

- Texans generated 57.3% of Person-Days to the Prairies & Lakes Region; Non-Texans 42.7%
- Top 3 Texan origin DMAs (Dallas-Fort Worth, Houston, Austin); Non-Texan DMAs (Oklahoma City, OK, New York, NY, Los Angeles, CA)
- Leisure travel represented 67.2% of Person-Days to the Prairies & Lakes Region; Vacation 13.8% and Non-Vacation 53.4%
- Business travel represented 32.8% of Person-Days to the Prairies & Lakes Region; Meetings 16.8% and Transient 16%
- Activity categories participated: Attractions 16.6%, Culture 23.3%, Family/Life Events 38%, Libation/Culinary 21.7%, Nature 7.9%, Outdoor Sports 7.6%, General 45.1%
- Average Party Size (Adults and Children) 1.68 persons
- Average Length of Stay was 2.09 days (overnight and days); 2.48 nights (overnight only).
- 78.1% traveled by Auto; 19.2% by Air
- Average distance traveled 426 miles
- Accommodation Type: Paid 54%; Non-Paid 43.5%; Other Overnight 2.5%
- Average Per Person Per Day Spending \$139.00
- Average Age 45.5 years
- Average Household Income \$91,887
- Employment: Employed 67.1%, Retired 14.3%, Not Employed 18.6%
- Marital Status: Married 64.1%, Never Married 23.4%, Divorced/Widowed 12.5%
- Children in Household: Yes 38.6%, No 61.4%

Prairies & Lakes Region Executive Summary

Volume/Share

The Prairies & Lakes Tourism Region contains the following MSAs:

Dallas-Plano-Irving, Fort Worth-Arlington, Sherman-Denison, College Station-Bryan, Killeen-Temple-Fort Hood, and Waco.

The number of Person-Stays to the Prairies & Lakes Region was estimated at 73.23 million in 2014, and the volume of Person-Days was estimated at 154.34 million.

The Prairies & Lakes Region's share of total Person-Days to Texas ranked 1 out of the 7 Texas Tourism Regions.

Prairies & Lakes Volume (millions)

| Person-Days | Total | Leisure | Business |
|--------------|--------|---------|----------|
| 2014 | 154.34 | 106.79 | 47.54 |
| 2013 | 148.71 | 102.71 | 46.00 |
| 2012 | 143.12 | 97.85 | 45.27 |
| Person-Stays | Total | Leisure | Business |
| 2014 | 73.23 | 51.09 | 22.14 |
| 2013 | 70.11 | 49.38 | 20.73 |
| 2012 | 66.23 | 46.53 | 19.70 |

Prairies & Lakes Share of Texas Travel

| Person-Days | Total | Leisure | Business |
|-------------|-------|---------|----------|
| 2014 | 29.1% | 27.2% | 34.0% |
| 2013 | 29.1% | 26.8% | 35.0% |
| 2012 | 28.9% | 26.1% | 35.6% |

Prairies & Lakes Tourism Region

| REGION | | REGION | |
|--------------------------------------|-------|-------------------------------|-------|
| Top Origin DMAs (Person-Days) | | Top Origin DMAs (Person-Days) | |
| In State DMAs | | Out-of-State DMAs | |
| Total Texans (Intrastate) | 57.3% | Total Non-Texans (Interstate) | 42.7% |
| Dallas-Fort Worth | 17.5% | Oklahoma City, OK | 3.0% |
| Houston | 13.5% | New York, NY | 2.1% |
| Austin | 7.0% | Los Angeles, CA | 2.1% |
| Waco-Temple-Bryan | 4.0% | Tulsa, OK | 2.1% |
| San Antonio | 3.2% | Chicago, IL | 1.4% |
| Tyler-Longview (Lufkin, Nacogdoches) | 2.3% | Atlanta, GA | 1.2% |
| El Paso | 1.7% | Kansas City, MO | 1.2% |
| Amarillo | 1.7% | Albuquerque-Santa Fe, NM | 1.1% |
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Prairies & Lakes Tourism Region

| REGION | | REGION | |
|--------------------------------------|--------------|-------------------------------|--------------|
| Purpose of Stay (Person-Days) | | Purpose of Stay (Person-Days) | |
| Total Leisure | 67.2% | Total Business | 32.8% |
| Vacation | 13.8% | Meetings | 16.8% |
| Getaway Weekend - overnight (2011+) | 7.8% | Seminar/Training | 7.9% |
| General Vacation - overnight (2011+) | 4.6% | Convention | 4.5% |
| Vacation/Getaway - day trip (2011+) | 1.4% | Other Group Meeting | 4.4% |
| Non-Vacation | 53.4% | Transient | 16.0% |
| Visit Friend/Relative | 33.1% | Sales/Purchasing | 3.6% |
| Special Event (celebration, reunion) | 8.9% | Consulting/Client Service | 3.2% |
| Convention/Show/Conference | 2.6% | Inspection/Audit | 1.4% |
| Medical/Health Care | 1.9% | Government/Military | 1.4% |
| Seminar/Class/Training (personal) | 0.5% | Construction/Repair | 1.1% |
| Other Leisure/Personal | 6.4% | Other Business | 5.4% |

Prairies & Lakes Tourism Region

| REGION | | REGION | |
|---|-------|---------------------------------------|--------------|
| Activities Summary (Stays) | | | |
| Attractions (Net) | 16.6% | Nature (Net) | 7.9% |
| Nightlife (bar, nightclub, etc.) | 5.7% | Parks (national/state, etc) | 5.3% |
| Amateur Sports (attend/participate) | 3.2% | Beach/Waterfront | 1.4% |
| Professional Sports Event | 2.7% | Wildlife Viewing (birds, whales etc.) | 1.4% |
| Culture (Net) | 23.3% | Outdoor Sports (Net) | 7.6% |
| Movies | 8.9% | Fishing | 2.4% |
| Museums/Art Exhibits etc. | 6.1% | Biking | 2.1% |
| Historic Sites | 6.1% | Hiking | 1.6% |
| Family/Life Events (Net) | 38.0% | General (Net) | 45.1% |
| Visit Friends/Relatives (general visit) | 27.2% | Shopping | 18.7% |
| Personal Special Event (Anniversary, Birthday) | 6.6% | Business | 17.4% |
| Holiday Celebration (Thanksgiving, July 4th etc.) | 4.6% | Medical/Health/Doctor Visit | 6.6% |
| Libation/Culinary (Net) | 21.7% | Trip Party Composition (Trip-Days) | |
| Culinary/Dining Experience | 21.5% | Avg. Party Size (Adults and Children) | 1.68 persons |
| Winery/Distillery/Brewery Tours | 0.9% | One Male Only | 31.8% |
| | | One Female Only | 24.0% |
| | | One Male and One Female | 22.7% |
| | | Two Male and Two Females | 7.5% |
| | | Three or More Adults | 3.9% |
| | | Adults with Children | 10.1% |

Prairies & Lakes Tourism Region

| REGION | | | REGION | | |
|--|--------------|---------------|----------------------------------|--|--------------|
| Length of Stay (Stays) | | | Accommodation Type (Person-Days) | | |
| Average Length (Incl. Days) | 2.09 | days | Paid Accommodations | | 54.0% |
| Average Length (Overnight Only) | 2.48 | nights | Hotel/Motel | | 49.6% |
| Day –Trips | 45.8% | | High-End | | 21.9% |
| 1-3 Nights | 44.0% | | Mid-Level | | 19.5% |
| 4-7 Nights | 8.8% | | Economy | | 6.6% |
| 8+ Nights | 1.4% | | Other Hotel/Motel | | 1.6% |
| Primary Mode of Transportation (Person-Days) | | | Non-Hotel/Motel | | 4.4% |
| Air | 19.2% | | Non-Paid Accommodations | | 43.5% |
| Auto Travel (Net) | 78.1% | | Other Overnight | | 2.5% |
| Other Transportation (Net) | 2.7% | | | | |
| Bus | 1.7% | | | | |
| Train | 0.9% | | | | |
| Other | 0.1% | | | | |
| Distance Traveled One-Way from Home (Person-Days) | | | | | |
| Average Distance Traveled | 426 | miles | | | |
| 250 Miles or Less | 56.7% | | | | |
| 251-500 Miles | 11.8% | | | | |
| 500-1000 Miles | 16.4% | | | | |
| 1001 Miles or More | 15.0% | | | | |
| | | | | | |
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Prairies & Lakes Tourism Region

| REGION | | REGION | |
|-------------------------------------|--------------|--|-----------------|
| Expenditure Summary (Person-Days) | | Expenditure Summary (Person-Days) | |
| Transportation - Total | 36.3% | Avg. Per Person Per Day Spending | \$139.00 |
| Transportation - Excluding Airfare | 23.6% | Transportation - Total | \$50.40 |
| Transportation – Airfare (2012+) | 12.7% | Transportation - Excluding Airfare (2012+) | \$32.70 |
| Transportation - Rental Car (2012+) | 4.8% | Transportation - Airfare (2012+) | \$95.10 |
| Transportation - Other | 18.7% | Transportation - Rental Car (2012+) | \$46.80 |
| Food | 21.4% | Transportation - Other (2012+) | \$26.00 |
| Lodging - Total | 18.5% | Food | \$29.80 |
| Lodging - Room | 16.2% | Lodging - Total | \$55.30 |
| Lodging – Services (2012+) | 2.3% | Lodging - Room | \$54.40 |
| Shopping | 12.8% | Lodging - Services (2012+) | \$10.90 |
| Entertainment | 8.0% | Shopping | \$17.80 |
| Miscellaneous | 3.0% | Entertainment | \$11.10 |
| | | Miscellaneous | \$4.20 |

Prairies & Lakes Tourism Region

| REGION | | | REGION | |
|-----------------------------------|-------------------|----------|-----------------------|-------|
| Demographic Profile (Person-Days) | | | | |
| Average Age | | 45.5 | Employment | |
| | 18-34 Years | 29.3% | Employed | 67.1% |
| | 35-49 Years | 28.2% | Retired | 14.3% |
| | 50-64 Years | 28.2% | Not Employed | 18.6% |
| | 65+ Years | 14.3% | | |
| Marital Status | | | | |
| Average HH Income (in \$1,000) | | \$91,887 | Married | 64.1% |
| | Under \$25,000 | 11.0% | Never Married | 23.4% |
| | \$25,000-\$49,999 | 23.6% | Divorced/Widowed | 12.5% |
| | \$50,000-\$74,999 | 17.4% | | |
| | \$75,000-\$99,999 | 15.7% | Children in Household | |
| | \$100,0000+ | 32.2% | Yes | 38.6% |
| | | | No | 61.4% |

Dallas-Plano-Irving, TX MSA

Dallas-Plano-Irving, TX MSA Executive Summary

Highlights of Visitors to the Dallas-Plano-Irving MSA

- Texans generated 45.6% of Person-Days to the Dallas-Plano-Irving, TX MSA; Non-Texans 54.4%
- Top 3 Texan origin DMAs (Dallas-Fort Worth, Houston, Austin); Non-Texan DMAs (Oklahoma City, OK, New York, NY, Los Angeles, CA)
- Leisure travel represented 63.9% of Person-Days to the Dallas-Plano-Irving, TX MSA; Vacation 15% and Non-Vacation 48.9%
- Business travel represented 36.1% of Person-Days to the Dallas-Plano-Irving, TX MSA; Meetings 19.2% and Transient 16.9%
- Activity categories participated: Attractions 18.9%, Culture 25.3%, Family/Life Events 37.8%, Libation/Culinary 21.7%, Nature 8.3%, Outdoor Sports 7.6%, General 45.1%
- Average Party Size (Adults and Children) 1.62 persons
- Average Length of Stay was 2.35 days (overnight and days); 2.6 nights (overnight only).
- 70.3% traveled by Auto; 26.2% by Air
- Average distance traveled 492 miles
- Accommodation Type: Paid 55.9%; Non-Paid 42.1%; Other Overnight 2%
- Average Per Person Per Day Spending \$163.80
- Average Age 44.6 years
- Average Household Income \$96,638
- Employment: Employed 70.2%, Retired 12.5%, Not Employed 17.2%
- Marital Status: Married 63.5%, Never Married 24.8%, Divorced/Widowed 11.7%
- Children in Household: Yes 41.5%, No 58.5%

Dallas-Plano-Irving, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Dallas-Plano-Irving MSA was estimated at 35.84 million in 2014, and the volume of Person-Days was estimated at 83.70 million.

The Dallas-Plano-Irving MSA's share of total Person-Days to Texas ranked 2 out of 26 Texas MSAs.

Dallas-Plano-Irving, TX MSA Volume (millions)

| Person-Days | Total | Leisure | Business |
|--------------|-------|---------|----------|
| 2014 | 83.70 | 54.27 | 29.44 |
| 2013 | 80.45 | 51.98 | 28.47 |
| 2012 | 77.85 | 49.77 | 28.08 |
| Person-Stays | Total | Leisure | Business |
| 2014 | 35.84 | 23.76 | 12.09 |
| 2013 | 34.16 | 22.85 | 11.30 |
| 2012 | 32.21 | 21.49 | 10.72 |

Dallas-Plano-Irving, TX MSA Share of Texas Tourism

| Person-Days | Total | Leisure | Business |
|-------------|-------|---------|----------|
| 2014 | 16.5% | 14.8% | 21.2% |
| 2013 | 16.2% | 14.1% | 21.4% |
| 2012 | 16.7% | 15.4% | 22.1% |

Dallas-Plano-Irving, TX MSA

| MSA | | MSA | |
|---------------------------------------|-------|-------------------------------|-------|
| Top Origin DMAs (Person-Days) | | Top Origin DMAs (Person-Days) | |
| In State DMAs | | Out-of-State DMAs | |
| Total Texans (Intrastate) | 45.6% | Total Non-Texans (Interstate) | 54.4% |
| Dallas-Fort Worth | 12.4% | Oklahoma City, OK | 4.8% |
| Houston | 12.0% | New York, NY | 2.9% |
| Austin | 6.1% | Los Angeles, CA | 2.8% |
| San Antonio | 3.0% | Kansas City, MO | 1.9% |
| Tyler-Longview (Lufkin, Nacogdoches) | 2.6% | Atlanta, GA | 1.9% |
| Waco-Temple-Bryan | 2.2% | Chicago, IL | 1.8% |
| Harlingen-Weslaco-Brownsville-McAllen | 1.3% | Tulsa, OK | 1.6% |
| El Paso | 1.1% | Albuquerque-Santa Fe, NM | 1.4% |
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Dallas-Plano-Irving, TX MSA

| MSA | | MSA | |
|--------------------------------------|--------------|-------------------------------|--------------|
| Purpose of Stay (Person-Days) | | Purpose of Stay (Person-Days) | |
| Total Leisure | 63.9% | Total Business | 36.1% |
| Vacation | 15.0% | Meetings | 19.2% |
| Getaway Weekend-Overnight | 8.4% | Seminar/Training | 9.0% |
| General Vacation-Overnight | 5.5% | Convention | 5.3% |
| Day Trip Vacation/Getaway | 1.0% | Other Group Meetings | 4.9% |
| Non-Vacation | 48.9% | Transient | 16.9% |
| Visit Friend/Relative | 31.6% | Consulting/Client Service | 4.1% |
| Special Event (celebration, reunion) | 7.9% | Sales/Purchasing | 3.8% |
| Convention/Show/Conference | 2.5% | Construction/Repair | 1.3% |
| Medical/Health Care | 1.9% | Government/Military | 0.9% |
| Seminar/Class/Training (personal) | 0.6% | Inspection/Audit | 0.8% |
| Other Leisure/Personal | 4.5% | Other Business | 6.1% |

Dallas-Plano-Irving, TX MSA

| MSA | | | MSA | | |
|---|--|-------|---------------------------------------|--|--------------|
| Activities Summary (Stays) | | | | | |
| Attractions (Net) | | 18.9% | Nature (Net) | | 8.3% |
| Nightlife (bar, nightclub, etc.) | | 7.6% | Parks (national/state, etc) | | 5.9% |
| Professional Sports Event | | 3.3% | Beach/Waterfront | | 1.2% |
| Zoo/Aquarium | | 3.3% | Wildlife Viewing (birds, whales etc.) | | 1.1% |
| Culture (Net) | | 25.3% | Outdoor Sports (Net) | | 7.6% |
| Movies | | 10.3% | Biking | | 2.8% |
| Museums/Art Exhibits etc. | | 8.2% | Fishing | | 2.1% |
| Concerts/Theatre/Dance etc. | | 7.9% | Golfing | | 1.5% |
| Family/Life Events (Net) | | 37.8% | General (Net) | | 45.1% |
| Visit Friends/Relatives (general visit) | | 28.2% | Shopping | | 20.3% |
| Personal Special Event (Anniversary, Birthday) | | 5.8% | Business | | 16.4% |
| Holiday Celebration (Thanksgiving, July 4th etc.) | | 4.8% | Medical/Health/Doctor Visit | | 6.1% |
| Libation/Culinary (Net) | | 21.7% | Trip Party Composition (Trip-Days) | | |
| Culinary/Dining Experience | | 21.5% | Avg. Party Size (Adults and Children) | | 1.62 persons |
| Winery/Distillery/Brewery Tours | | 0.7% | One Male Only | | 37.3% |
| | | | One Female Only | | 22.5% |
| | | | One Male and One Female | | 21.4% |
| | | | Two Male and Two Females | | 6.1% |
| | | | Three or More Adults | | 3.4% |
| | | | Adults with Children | | 9.3% |

Dallas-Plano-Irving, TX MSA

| MSA | | | MSA | |
|--|--------------|---------------|----------------------------------|--------------|
| Length of Stay (Stays) | | | Accommodation Type (Person-Days) | |
| Average Length (Incl. Days) | 2.35 | days | Paid Accommodations | 55.9% |
| Average Length (Overnight Only) | 2.6 | nights | Hotel/Motel | 54.1% |
| Day –Trips | 38.4% | | High-End | 27.2% |
| 1-3 Nights | 48.5% | | Mid-Level | 20.5% |
| 4-7 Nights | 11.6% | | Economy | 4.8% |
| 8+ Nights | 1.5% | | Other Hotel/Motel | 1.4% |
| Primary Mode of Transportation (Person-Days) | | | Non-Hotel/Motel | 1.8% |
| Air Travel | 26.2% | | Non-Paid Accommodations | 42.1% |
| Auto Travel (Net) | 70.3% | | Other Overnight | 2.0% |
| Other Transportation (Net) | 3.5% | | | |
| Bus | 2.3% | | | |
| Train | 1.1% | | | |
| Other | 0.1% | | | |
| Distance Traveled One-Way from Home (Person-Days) | | | | |
| Average Distance Traveled | 492 | miles | | |
| 250 Miles or Less | 47.2% | | | |
| 251-500 Miles | 14.6% | | | |
| 500-1000 Miles | 21.3% | | | |
| 1001 Miles or More | 16.9% | | | |
| | | | | |
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Dallas-Plano-Irving, TX MSA

| MSA | | MSA | |
|------------------------------------|--------------|---|-----------------|
| Expenditure Summary (Person-Days) | | Expenditure Summary (Person-Days) | |
| Transportation - Total | 36.7% | Avg. Per Person Per Day Spending | \$163.80 |
| Transportation - Excluding Airfare | 21.3% | Transportation - Total | \$60.10 |
| Transportation - Airfare | 15.4% | Transportation - Excluding Airfare | \$34.80 |
| Transportation - Rental Car | 5.2% | Transportation - Airfare | \$99.60 |
| Transportation - Other | 16.0% | Transportation - Rental Car | \$45.60 |
| Food | 20.1% | Transportation - Other | \$26.30 |
| Lodging - Total | 19.9% | Food | \$32.90 |
| Lodging - Room | 17.4% | Lodging - Total | \$64.20 |
| Lodging - Services | 2.5% | Lodging - Room | \$63.30 |
| Shopping | 12.3% | Lodging - Services | \$14.10 |
| Entertainment | 8.1% | Shopping | \$20.10 |
| Miscellaneous | 3.0% | Entertainment | \$13.20 |
| | | Miscellaneous | \$4.90 |

Dallas-Plano-Irving, TX MSA

| MSA | | | MSA | |
|-----------------------------------|-------------------|----------|-----------------------|-------|
| Demographic Profile (Person-Days) | | | | |
| Average Age | | 44.6 | Employment | |
| | 18-34 Years | 30.1% | Employed | 70.2% |
| | 35-49 Years | 31.6% | Retired | 12.5% |
| | 50-64 Years | 24.9% | Not Employed | 17.2% |
| | 65+ Years | 13.4% | | |
| Marital Status | | | | |
| Average HH Income (in \$1,000) | | \$96,638 | Married | 63.5% |
| | Under \$25,000 | 11.5% | Never Married | 24.8% |
| | \$25,000-\$49,999 | 21.2% | Divorced/Widowed | 11.7% |
| | \$50,000-\$74,999 | 16.5% | | |
| | \$75,000-\$99,999 | 15.6% | Children in Household | |
| | \$100,0000+ | 35.2% | Yes | 41.5% |
| | | | No | 58.5% |

Fort Worth-Arlington, TX MSA

Fort Worth-Arlington, TX MSA Executive Summary

Highlights of Visitors to the Fort Worth-Arlington MSA

- Texans generated 64.8% of Person-Days to the Fort Worth- Arlington, TX MSA; Non-Texans 35.2%
- Top 3 Texan origin DMAs (Dallas-Fort Worth, Houston, Austin); Non-Texan DMAs Tulsa, OK, Marquette, MI, Minneapolis-St. Paul, MN)
- Leisure travel represented 67.6% of Person-Days to the Fort Worth- Arlington, TX MSA; Vacation 12.5% and Non-Vacation 55%
- Business travel represented 32.4% of Person-Days to the Fort Worth- Arlington, TX MSA; Meetings 19.2% and Transient 13.2%
- Activity categories participated: Attractions 14.8%, Culture 22.3%, Family/Life Events 32.8%, Libation/Culinary 21.4%, Nature 5.7%, Outdoor Sports 4.3%, General 57.1%
- Average Party Size (Adults and Children) 1.78 persons
- Average Length of Stay was 2 days (overnight and days); 2.68 nights (overnight only).
- 84.6% traveled by Auto; 12.5% by Air
- Average distance traveled 387 miles
- Accommodation Type: Paid 56.5%; Non-Paid 42.7%; Other Overnight 0.8%
- Average Per Person Per Day Spending \$112.50
- Average Age 47.3 years
- Average Household Income \$82,281
- Employment: Employed 60.6%, Retired 18.8%, Not Employed 20.7%
- Marital Status: Married 66.7%, Never Married 17%, Divorced/Widowed 16.3%
- Children in Household: Yes 34.8%, No 65.2%

Fort Worth-Arlington, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Fort Worth-Arlington MSA was estimated at 13.40 million in 2014, and the volume of Person-Days was estimated at 28.60 million.

The Fort Worth-Arlington MSA's share of total Person-Days to Texas ranked 5 out of 26 Texas MSAs.

Fort Worth-Arlington, TX MSA Volume (millions)

| Person-Days | Total | Leisure | Business |
|--------------|-------|---------|----------|
| 2014 | 28.60 | 20.09 | 8.51 |
| 2013 | 27.39 | 19.18 | 8.21 |
| 2012 | 26.07 | 18.11 | 7.96 |
| Person-Stays | Total | Leisure | Business |
| 2014 | 12.76 | 8.78 | 3.98 |
| 2012 | 11.84 | 8.06 | 3.78 |
| 2011 | 11.14 | 7.60 | 3.54 |

Fort Worth-Arlington, TX MSA Share of Texas Tourism

| Person-Days | Total | Leisure | Business |
|-------------|-------|---------|----------|
| 2014 | 5.5% | 5.1% | 6.4% |
| 2013 | 5.7% | 5.2% | 6.6% |
| 2012 | 5.0% | 4.7% | 6.2% |

Fort Worth-Arlington, TX MSA

| MSA | | MSA | |
|--------------------------------------|-------|-------------------------------------|-------|
| Top Origin DMAs (Person-Days) | | Top Origin DMAs (Person-Days) | |
| In State DMAs | | Out-of-State DMAs | |
| Total Texans (Intrastate) | 64.8% | Total Non-Texans (Interstate) | 35.2% |
| Dallas-Fort Worth | 20.4% | Tulsa, OK | 5.2% |
| Houston | 14.4% | Marquette, MI | 3.6% |
| Austin | 7.9% | Minneapolis-St. Paul, MN | 1.4% |
| Amarillo | 4.7% | Chicago, IL | 1.2% |
| Waco-Temple-Bryan | 3.2% | Washington, DC (Hagerstown, MD) | 1.2% |
| Tyler-Longview (Lufkin, Nacogdoches) | 3.2% | Orlando-Daytona Beach-Melbourne, FL | 1.1% |
| San Antonio | 2.4% | Baton Rouge, LA | 1.0% |
| Abilene-Sweetwater | 2.2% | Wichita-Hutchinson Plus, KS | 1.0% |
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Fort Worth-Arlington, TX MSA

| MSA | | MSA | |
|--------------------------------------|--------------|-------------------------------|--------------|
| Purpose of Stay (Person-Days) | | Purpose of Stay (Person-Days) | |
| Total Leisure | 67.6% | Total Business | 32.4% |
| Vacation | 12.5% | Meetings | 19.2% |
| Getaway Weekend-Overnight | 5.8% | Seminar/Training | 10.5% |
| General Vacation-Overnight | 5.2% | Convention | 4.9% |
| Day Trip Vacation/Getaway | 1.5% | Other Group Meeting | 3.9% |
| Non-Vacation | 55.0% | Transient | 13.2% |
| Visit Friend/Relative | 35.3% | Inspection/Audit | 4.1% |
| Special Event (celebration, reunion) | 10.0% | Consulting/Client Service | 2.9% |
| Convention/Show/Conference | 2.0% | Sales/Purchasing | 1.9% |
| Medical/Health Care | 1.7% | Government/Military | 0.9% |
| Seminar/Class/Training (personal) | 0.4% | Construction/Repair | 0.1% |
| Other Leisure/Personal | 5.6% | Other Business | 3.3% |

Fort Worth-Arlington, TX MSA

| MSA | | | MSA | | |
|---|--|-------|---------------------------------------|--|--------------|
| Activities Summary (Stays) | | | | | |
| Attractions (Net) | | 14.8% | Nature (Net) | | 5.7% |
| Professional Sports Event | | 4.7% | Parks (national/state, etc) | | 3.9% |
| Nightlife (bar, nightclub, etc.) | | 4.4% | Camping | | 1.5% |
| Theme/Amusement/Water Parks | | 3.2% | Beach/Waterfront | | 1.1% |
| Culture (Net) | | 22.3% | Outdoor Sports (Net) | | 4.3% |
| Movies | | 8.7% | Fishing | | 1.9% |
| Historic Sites | | 7.3% | Biking | | 1.6% |
| Museums/Art Exhibits etc. | | 6.0% | Golfing | | 0.7% |
| Family/Life Events (Net) | | 32.8% | General (Net) | | 57.1% |
| Visit Friends/Relatives (general visit) | | 22.7% | Business | | 25.7% |
| Holiday Celebration (Thanksgiving, July 4th etc.) | | 5.3% | Shopping | | 17.5% |
| Funeral/Memorial | | 4.3% | Medical/Health/Doctor Visit | | 11.9% |
| Libation/Culinary (Net) | | 21.4% | Trip Party Composition (Trip-Days) | | |
| Culinary/Dining Experience | | 21.1% | Avg. Party Size (Adults and Children) | | 1.78 persons |
| Winery/Distillery/Brewery Tours | | 0.8% | One Male Only | | 19.4% |
| | | | One Female Only | | 28.8% |
| | | | One Male and One Female | | 24.6% |
| | | | Two Male and Two Females | | 10.3% |
| | | | Three or More Adults | | 4.1% |
| | | | Adults with Children | | 12.9% |

Fort Worth-Arlington, TX MSA

| MSA | | | MSA | |
|--|--------------|---------------|----------------------------------|--------------|
| Length of Stay (Stays) | | | Accommodation Type (Person-Days) | |
| Average Length (Incl. Days) | 2.01 | days | Paid Accommodations | 56.5% |
| Average Length (Overnight Only) | 2.68 | nights | Hotel/Motel | 50.3% |
| Day –Trips | 52.9% | | High-End | 23.5% |
| 1-3 Nights | 36.6% | | Mid-Level | 17.2% |
| 4-7 Nights | 9.0% | | Economy | 6.5% |
| 8+ Nights | 1.6% | | Other Hotel/Motel | 3.1% |
| Primary Mode of Transportation (Person-Days) | | | Non-Hotel/Motel | 6.2% |
| Air | 12.5% | | Non-Paid Accommodations | 42.7% |
| Auto Travel (Net) | 84.6% | | Other Overnight | 0.8% |
| Other Transportation (Net) | 2.9% | | | |
| Bus | 1.8% | | | |
| Train | 1.0% | | | |
| Other | 0.1% | | | |
| Distance Traveled One-Way from Home (Person-Days) | | | | |
| Average Distance Traveled | 387 | miles | | |
| 250 Miles or Less | 62.8% | | | |
| 251-500 Miles | 11.7% | | | |
| 500-1000 Miles | 12.4% | | | |
| 1001 Miles or More | 13.2% | | | |
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Fort Worth-Arlington, TX MSA

| MSA | | MSA | |
|------------------------------------|--------------|---|-----------------|
| Expenditure Summary (Person-Days) | | Expenditure Summary (Person-Days) | |
| Transportation - Total | 32.9% | Avg. Per Person Per Day Spending | \$122.50 |
| Transportation - Excluding Airfare | 24.2% | Transportation - Total | \$40.30 |
| Transportation - Airfare | 8.7% | Transportation - Excluding Airfare | \$29.60 |
| Transportation - Rental Car | 4.4% | Transportation - Airfare | \$84.10 |
| Transportation - Other | 19.7% | Transportation - Rental Car | \$48.80 |
| Food | 24.2% | Transportation - Other | \$24.20 |
| Lodging - Total | 18.0% | Food | \$29.60 |
| Lodging - Room | 14.8% | Lodging - Total | \$46.70 |
| Lodging - Services | 3.1% | Lodging - Room | \$44.80 |
| Shopping | 13.0% | Lodging - Services | \$11.60 |
| Entertainment | 8.5% | Shopping | \$15.90 |
| Miscellaneous | 3.6% | Entertainment | \$10.40 |
| | | Miscellaneous | \$4.40 |

Fort Worth-Arlington, TX MSA

| MSA | | | MSA | |
|-----------------------------------|-------------------|----------|-----------------------------|-------|
| Demographic Profile (Person-Days) | | | | |
| Average Age | | 47.3 | Employment | |
| | 18-34 Years | 26.1% | Employed | 60.6% |
| | 35-49 Years | 23.9% | Retired | 18.8% |
| | 50-64 Years | 35.5% | Not Employed | 20.7% |
| | 65+ Years | 14.5% | | |
| Marital Status | | | | |
| Average HH Income (in \$1,000) | | \$82,281 | Married/Living with Partner | 66.7% |
| | Under \$25,000 | 12.7% | Never Married | 17.0% |
| | \$25,000-\$49,999 | 30.2% | Divorced/Widowed | 16.3% |
| | \$50,000-\$74,999 | 16.2% | | |
| | \$75,000-\$99,999 | 13.7% | Children in Household | |
| | \$100,0000+ | 27.2% | Yes | 34.8% |
| | | | No | 65.2% |

Sherman-Denison, TX MSA

Sherman-Denison, TX MSA Executive Summary

Highlights of Visitors to the Sherman-Denison MSA

- Texans generated 95% of Person-Days to the Sherman- Denison, TX MSA; Non-Texans 5%
- Top 3 Texan origin DMAs (El Paso, Dallas-Fort Worth, Abilene-Sweetwater); Non-Texan DMAs (Atlanta, GA, Sherman, TX-Ada, OK, Oklahoma City, OK)
- Leisure travel represented 72.1% of Person-Days to the Sherman- Denison, TX MSA; Vacation 8.6% and Non-Vacation 63.5%
- Business travel represented 27.9% of Person-Days to the Sherman-Denison, TX MSA; Meetings 0.7% and Transient 27.2%
- Activity categories participated: Attractions 23.3%, Culture 16.9%, Family/Life Events 44.3%, Libation/Culinary 5.6%, Nature 11.3%, Outdoor Sports 16.3%, General 58.6%
- Average Party Size (Adults and Children) 1.57 persons
- Average Length of Stay was 3.4 days (overnight and days); 5.05 nights (overnight only).
- 100% traveled by Auto; 0% by Air
- Average distance traveled 285miles
- Accommodation Type: Paid 34.4%; Non-Paid 65.5%; Other Overnight 0.1%
- Average Per Person Per Day Spending \$67.30
- Average Age 48 years
- Average Household Income \$93,603
- Employment: Employed 35.8%, Retired 21.2%, Not Employed 43.1%
- Marital Status: Married 52%, Never Married 41.9%, Divorced/Widowed 6.1%
- Children in Household: Yes 4.6%, No 95.4%

Sherman-Denison MSA Small Sample – Use with caution

Sherman-Denison, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Sherman-Denison MSA was estimated at 1.51 million in 2014, and the volume of Person-Days was estimated at 3.04 million.

The Sherman-Denison MSA's share of total Person-Days to Texas ranked 20 out of 26 Texas MSAs.

Sherman-Denison, TX MSA Volume (millions)

| Person-Days | Total | Leisure | Business |
|--------------|-------|---------|----------|
| 2014 | 3.04 | 2.43 | 0.61 |
| 2013 | 2.58 | 2.14 | 0.44 |
| 2012 | 2.56 | 1.96 | 0.60 |
| Person-Stays | Total | Leisure | Business |
| 2014 | 1.51 | 1.16 | 0.35 |
| 2013 | 1.39 | 1.18 | 0.22 |
| 2012 | 1.31 | 1.06 | 0.25 |

Sherman-Denison, TX MSA Share of Texas Tourism

| Person-Days | Total | Leisure | Business |
|-------------|-------|---------|----------|
| 2014 | 0.9% | 0.9% | 1.2% |
| 2013 | 0.2% | 0.3% | 0.0% |
| 2012 | 0.7% | 0.5% | 0.3% |

Sherman-Denison MSA Small Sample – Use with caution

Sherman-Denison, TX MSA

| MSA | | MSA | |
|-------------------------------|-------|---|------|
| Top Origin DMAs (Person-Days) | | Top Origin DMAs (Person-Days) | |
| In State DMAs | | Out-of-State DMAs | |
| Total Texans (Intrastate) | 95.0% | Total Non-Texans (Interstate) | 5.0% |
| El Paso | 36.0% | Fort Smith-Fayetteville-Springdale-Rogers, AR | 1.4% |
| Dallas-Fort Worth | 35.4% | Sherman, TX- Ada, OK | 1.3% |
| Abilene-Sweetwater | 16.1% | Atlanta, GA | 0.9% |
| Waco-Temple-Bryan | 3.0% | Albany-Schenectady-Troy, NY | 0.8% |
| Sherman-Ada | 2.0% | Kansas City, MO | 0.3% |
| Lubbock | 1.5% | Orlando-Daytona Beach-Melbourne, FL | 0.1% |
| Austin | 0.9% | Albuquerque-Santa Fe, NM | 0.1% |
| Houston | 0.1% | San Diego, CA | 0.1% |
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Sherman-Denison MSA Small Sample – Use with caution

Sherman-Denison, TX MSA

| MSA | | MSA | |
|--------------------------------------|--------------|-------------------------------|--------------|
| Purpose of Stay (Person-Days) | | Purpose of Stay (Person-Days) | |
| Total Leisure | 72.1% | Total Business | 27.9% |
| Vacation | 8.6% | Meetings | 0.7% |
| Getaway Weekend-Overnight | 5.4% | Seminar/Training | 0.7% |
| General Vacation-Overnight | 1.7% | Convention | 0.0% |
| Day Trip Vacation/Getaway | 1.4% | Other Group Meeting | 0.0% |
| Non-Vacation | 63.5% | Transient | 27.2% |
| Visit Friend/Relative | 45.9% | Construction/Repair | 5.5% |
| Medical/Health Care | 11.1% | Inspection/Audit | 0.0% |
| Special Event (celebration, reunion) | 2.6% | Consulting/Client Service | 0.0% |
| Convention/Show/Conference | 0.0% | Sales/Purchasing | 0.0% |
| Seminar/Class/Training (personal) | 0.0% | Government/Military | 0.0% |
| Other Leisure/Personal | 3.9% | Other Business | 21.6% |

Sherman-Denison MSA Small Sample – Use with caution

Sherman-Denison, TX MSA

| MSA | | MSA | |
|--|-------|---------------------------------------|--------------|
| Activities Summary (Stays) | | | |
| Attractions (Net) | 23.3% | Nature (Net) | 11.3% |
| Gambling (slots, cards, horses, etc.) | 23.3% | Beach/Waterfront | 5.9% |
| Amateur Sports (attend/participate) | 0.0% | Camping | 3.6% |
| Nightlife (bar, nightclub, etc.) | 0.0% | Wildlife Viewing (birds, whales etc.) | 3.4% |
| Culture (Net) | 16.9% | Outdoor Sports (Net) | 16.3% |
| Concerts/Theatre/Dance etc. | 10.9% | Fishing | 11.9% |
| Touring/Sightseeing | 3.3% | Boating/Sailing | 2.9% |
| Historic Sites | 1.9% | Hiking | 2.0% |
| Family/Life Events (Net) | 44.3% | General (Net) | 58.6% |
| Visit Friends/Relatives (general visit) | 35.0% | Shopping | 28.8% |
| Personal Special Event (Anniversary, Birthday) | 5.7% | Business | 23.8% |
| Funeral/Memorial | 3.7% | Medical/Health/Doctor Visit | 13.9% |
| Libation/Culinary (Net) | 5.6% | Trip Party Composition (Trip-Days) | |
| Culinary/Dining Experience | 5.2% | Avg. Party Size (Adults and Children) | 1.57 persons |
| Winery/Distillery/Brewery Tours | 0.4% | One Male Only | 4.0% |
| | | One Female Only | 64.2% |
| | | One Male and One Female | 15.9% |
| | | Two Male and Two Females | 7.7% |
| | | Three or More Adults | 6.1% |
| | | Adults with Children | 2.0% |

Sherman-Denison MSA Small Sample – Use with caution

Sherman-Denison, TX MSA

| MSA | | | MSA | |
|--|-------------|---------------|----------------------------------|--------------|
| Length of Stay (Stays) | | | Accommodation Type (Person-Days) | |
| Average Length (Incl. Days) | 3.4 | days | Paid Accommodations | 34.4% |
| Average Length (Overnight Only) | 5.05 | nights | Hotel/Motel | 5.9% |
| Day –Trips | 47.4% | | High-End | 0.0% |
| 1-3 Nights | 28.6% | | Mid-Level | 4.9% |
| 4-7 Nights | 16.2% | | Economy | 1.0% |
| 8+ Nights | 7.7% | | Other Hotel/Motel | 0.0% |
| Primary Mode of Transportation (Person-Days) | | | Non-Hotel/Motel | 28.4% |
| Air | 0.0% | | Non-Paid Accommodations | 65.5% |
| Auto Travel (Net) | 100% | | Other Overnight | 0.1% |
| Other Transportation (Net) | 0.0% | | | |
| Bus | 0.0% | | | |
| Train | 0.0% | | | |
| Other | 0.0% | | | |
| Distance Traveled One-Way from Home (Person-Days) | | | | |
| Average Distance Traveled | 285 | miles | | |
| 250 Miles or Less | 59.7% | | | |
| 251-500 Miles | 1.8% | | | |
| 500-1000 Miles | 37.5% | | | |
| 1001 Miles or More | 1.0% | | | |

Sherman-Denison MSA Small Sample – Use with caution

Sherman-Denison, TX MSA

| MSA | | MSA | |
|------------------------------------|--------------|---|----------------|
| Expenditure Summary (Person-Days) | | Expenditure Summary (Person-Days) | |
| Transportation - Total | 34.1% | Avg. Per Person Per Day Spending | \$67.30 |
| Transportation - Excluding Airfare | 34.1% | Transportation - Total | \$23.00 |
| Transportation - Airfare | 0.0% | Transportation - Excluding Airfare | \$23.00 |
| Transportation - Rental Car | 0.0% | Transportation - Airfare | \$0.00 |
| Transportation - Other | 34.1% | Transportation - Rental Car | \$0.00 |
| Food | 22.6% | Transportation - Other | \$23.00 |
| Lodging - Total | 3.1% | Food | \$15.20 |
| Lodging - Room | 3.1% | Lodging - Total | \$7.40 |
| Lodging - Services | 0.0% | Lodging - Room | \$7.50 |
| Shopping | 13.9% | Lodging - Services | \$0.00 |
| Entertainment | 24.3% | Shopping | \$9.30 |
| Miscellaneous | 2.3% | Entertainment | \$16.40 |
| | | Miscellaneous | \$1.60 |

Sherman-Denison MSA Small Sample – Use with caution

Sherman-Denison, TX MSA

| MSA | | | MSA | |
|-----------------------------------|-------------------|----------|-----------------------------|-------|
| Demographic Profile (Person-Days) | | | | |
| Average Age | | 48 | Employment | |
| | 18-34 Years | 35.4% | Employed | 35.8% |
| | 35-49 Years | 4.0% | Retired | 21.2% |
| | 50-64 Years | 34.6% | Not Employed | 43.1% |
| | 65+ Years | 26.0% | | |
| Marital Status | | | | |
| Average HH Income (in \$1,000) | | \$93,603 | Married/Living with Partner | 52.0% |
| | Under \$25,000 | 7.6% | Never Married | 41.9% |
| | \$25,000-\$49,999 | 5.0% | Divorced/Widowed | 6.1% |
| | \$50,000-\$74,999 | 18.6% | | |
| | \$75,000-\$99,999 | 37.2% | Children in Household | |
| | \$100,0000+ | 31.6% | Yes | 4.6% |
| | | | No | 95.4% |

Sherman-Denison MSA Small Sample – Use with caution

College Station-Bryan, TX MSA

College Station-Bryan, TX MSA Executive Summary

Highlights of Visitors to the College Station-Bryan MSA

- Texans generated 87.2% of Person-Days to the College Station-Bryan, TX MSA; Non-Texans 12.8%
- Top 3 Texan origin DMAs (Houston, Dallas-Fort Worth, Waco-Temple-Bryan); Non-Texan DMAs (Boston, MA (Manchester, NH), Chicago, IL)
- Leisure travel represented 79.2% of Person-Days to the College Station-Bryan, TX MSA; Vacation 5.8% and Non-Vacation 73.4%
- Business travel represented 20.8% of Person-Days to the College Station-Bryan, TX MSA; Meetings 15.7% and Transient 5.1%
- Activity categories participated: Attractions 8.5%, Culture 13.7%, Family/Life Events 50.9%, Libation/Culinary 27.4%, Nature 0.9%, Outdoor Sports 2.7%, General 49.2%
- Average Party Size (Adults and Children) 1.7 persons
- Average Length of Stay was 1.62 days (overnight and days); 1.76 nights (overnight only).
- 93.6% traveled by Auto; 5.3% by Air
- Average distance traveled 216 miles
- Accommodation Type: Paid 49.4%; Non-Paid 45.9%; Other Overnight 4.7%
- Average Per Person Per Day Spending \$86.30
- Average Age 46.1 years
- Average Household Income \$93,394
- Employment: Employed 78.8%, Retired 10.4%, Not Employed 10.8%
- Marital Status: Married 50.4%, Never Married 36.6%, Divorced/Widowed 13%
- Children in Household: Yes 38%, No 62%

College Station-Bryan, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the College Station-BryanMSA was estimated at 4.04 million in 2014, and the volume of Person-Days was estimated at 7.13 million.

The College Station-Bryan MSA's share of total Person-Days to Texas ranked 13 out of 26 Texas MSAs.

College Station-Bryan, TX MSA Volume (millions)

| Person-Days | Total | Leisure | Business |
|--------------|-------|---------|----------|
| 2014 | 7.13 | 5.56 | 1.57 |
| 2013 | 7.02 | 5.45 | 1.57 |
| 2012 | 6.81 | 5.21 | 1.61 |
| Person-Stays | Total | Leisure | Business |
| 2014 | 4.04 | 3.25 | 0.79 |
| 2013 | 3.92 | 3.17 | 0.75 |
| 2012 | 3.62 | 2.89 | 0.72 |

College Station-Bryan, TX MSA Share of Texas Tourism

| Person-Days | Total | Leisure | Business |
|-------------|-------|---------|----------|
| 2014 | 1.2% | 1.3% | 0.9% |
| 2013 | 1.5% | 1.2% | 1.7% |
| 2012 | 1.2% | 1.2% | 1.5% |

College Station-Bryan, TX MSA

| MSA | | MSA | |
|-------------------------------|-------|-------------------------------------|-------|
| Top Origin DMAs (Person-Days) | | Top Origin DMAs (Person-Days) | |
| In State DMAs | | Out-of-State DMAs | |
| Total Texans (Intrastate) | 87.2% | Total Non-Texans (Interstate) | 12.8% |
| Houston | 33.2% | Boston, MA (Manchester, NH) | 2.7% |
| Dallas-Fort Worth | 22.8% | Chicago, IL | 1.5% |
| Waco-Temple-Bryan | 17.0% | Tulsa, OK | 1.4% |
| Corpus Christi | 6.4% | Baltimore, MD | 1.0% |
| Austin | 3.6% | Little Rock-Pine Bluff, AR | 1.0% |
| San Antonio | 1.8% | Syracuse, NY | 0.9% |
| Shreveport | 1.0% | Orlando-Daytona Beach-Melbourne, FL | 0.7% |
| Laredo | 0.8% | Atlanta, GA | 0.6% |
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College Station-Bryan, TX MSA

| MSA | | MSA | |
|--------------------------------------|--------------|-------------------------------|--------------|
| Purpose of Stay (Person-Days) | | Purpose of Stay (Person-Days) | |
| Total Leisure | 79.2% | Total Business | 20.8% |
| Vacation | 5.8% | Meetings | 15.7% |
| Getaway Weekend-Overnight | 3.9% | Convention | 7.2% |
| General Vacation-Overnight | 1.2% | Seminar/Training | 2.8% |
| Day Trip Vacation/Getaway | 0.7% | Other Group Meetings | 5.7% |
| Non-Vacation | 73.4% | Transient | 5.1% |
| Visit Friend/Relative | 38.2% | Consulting/Client Service | 1.0% |
| Special Event (celebration, reunion) | 13.2% | Inspection/Audit | 0.5% |
| Medical/Health Care | 1.4% | Sales/Purchasing | 0.3% |
| Seminar/Class/Training (personal) | 0.4% | Government/Military | 0.0% |
| Convention/Show/Conference | 0.1% | Construction/Repair | 0.0% |
| Other Leisure/Personal | 20.0% | Other Business | 3.3% |

College Station-Bryan, TX MSA

| MSA | | MSA | |
|--|-------|---------------------------------------|-------------|
| Activities Summary (Stays) | | | |
| Attractions (Net) | 8.5% | Nature (Net) | 0.9% |
| Amateur Sports (attend/participate) | 6.3% | Parks (national/state, etc) | 0.9% |
| Professional Sports Event | 1.3% | Beach/Waterfront | 0.2% |
| Nightlife (bar, nightclub, etc.) | 1.1% | Wildlife Viewing (birds, whales etc.) | 0.0% |
| Culture (Net) | 13.7% | Outdoor Sports (Net) | 2.7% |
| Movies | 7.7% | Golfing | 1.8% |
| Touring/Sightseeing | 3.3% | Fishing | 0.4% |
| Museums/Art Exhibits etc. | 2.8% | Tennis | 0.2% |
| Family/Life Events (Net) | 50.9% | General (Net) | 49.2% |
| Visit Friends/Relatives (general visit) | 33.0% | Business | 20.3% |
| Personal Special Event (Anniversary, Birthday) | 18.4% | Shopping | 16.8% |
| Reunion/Graduation | 3.1% | Medical/Health/Doctor Visit | 7.1% |
| Libation/Culinary (Net) | 27.4% | Trip Party Composition (Trip-Days) | |
| Culinary/Dining Experience | 27.4% | Avg. Party Size (Adults and Children) | 1.7 persons |
| Winery/Distillery/Brewery Tours | 0.3% | One Male Only | 18.3% |
| | | One Female Only | 31.3% |
| | | One Male and One Female | 21.8% |
| | | Two Male and Two Females | 14.0% |
| | | Three or More Adults | 4.6% |
| | | Adults with Children | 9.9% |

College Station-Bryan, TX MSA

| MSA | | | MSA | |
|--|-------------|---------------|----------------------------------|--------------|
| Length of Stay (Stays) | | | Accommodation Type (Person-Days) | |
| Average Length (Incl. Days) | 1.62 | days | Paid Accommodations | 49.4% |
| Average Length (Overnight Only) | 1.76 | nights | Hotel/Motel | 46.6% |
| Day –Trips | 50.8% | | High-End | 16.5% |
| 1-3 Nights | 46.4% | | Mid-Level | 8.2% |
| 4-7 Nights | 2.6% | | Economy | 20.7% |
| 8+ Nights | 0.2% | | Other Hotel/Motel | 1.3% |
| Primary Mode of Transportation (Person-Days) | | | Non-Hotel/Motel | 2.8% |
| Air | 5.3% | | Non-Paid Accommodations | 45.9% |
| Auto Travel (Net) | 93.6% | | Other Overnight | 4.7% |
| Other Transportation (Net) | 1.0% | | | |
| Bus | 0.0% | | | |
| Train | 1.0% | | | |
| Other | 0.0% | | | |
| Distance Traveled One-Way from Home (Person-Days) | | | | |
| Average Distance Traveled | 216 | miles | | |
| 250 Miles or Less | 86.4% | | | |
| 251-500 Miles | 4.0% | | | |
| 500-1000 Miles | 3.6% | | | |
| 1001 Miles or More | 6.0% | | | |

College Station-Bryan, TX MSA

| MSA | | MSA | |
|------------------------------------|--------------|---|----------------|
| Expenditure Summary (Person-Days) | | Expenditure Summary (Person-Days) | |
| Transportation - Total | 32.3% | Avg. Per Person Per Day Spending | \$86.30 |
| Transportation - Excluding Airfare | 27.0% | Transportation - Total | \$27.90 |
| Transportation - Airfare | 5.3% | Transportation - Excluding Airfare | \$23.30 |
| Transportation - Rental Car | 0.7% | Transportation - Airfare | \$76.40 |
| Transportation - Other | 26.4% | Transportation - Rental Car | \$28.80 |
| Food | 26.0% | Transportation - Other | \$22.80 |
| Lodging - Total | 19.2% | Food | \$22.40 |
| Lodging - Room | 19.2% | Lodging - Total | \$42.70 |
| Lodging - Services | 0.0% | Lodging - Room | \$43.80 |
| Shopping | 17.6% | Lodging - Services | \$00.0 |
| Entertainment | 3.7% | Shopping | \$15.20 |
| Miscellaneous | 1.1% | Entertainment | \$3.20 |
| | | Miscellaneous | \$1.00 |

College Station-Bryan, TX MSA

| MSA | | | MSA | |
|-----------------------------------|-------------------|----------|-----------------------|-------|
| Demographic Profile (Person-Days) | | | | |
| Average Age | | 46.1 | Employment | |
| | 18-34 Years | 30.1% | Employed | 78.8% |
| | 35-49 Years | 26.2% | Retired | 10.4% |
| | 50-64 Years | 27.4% | Not Employed | 10.8% |
| | 65+ Years | 16.4% | | |
| Marital Status | | | | |
| Average HH Income (in \$1,000) | | \$93,394 | Married | 50.4% |
| | Under \$25,000 | 8.1% | Never Married | 36.6% |
| | \$25,000-\$49,999 | 25.7% | Divorced/Widowed | 13.0% |
| | \$50,000-\$74,999 | 27.4% | | |
| | \$75,000-\$99,999 | 10.5% | Children in Household | |
| | \$100,0000+ | 28.3% | Yes | 38.0% |
| | | | No | 62.0% |

Killeen-Temple-Fort Hood, TX MSA

Killeen-Temple-Fort Hood, TX MSA Executive Summary

Highlights of Visitors to the Killeen-Temple-Fort Hood MSA

- Texans generated 63.8% of Person-Days to the Killeen-Temple-Fort Hood, TX MSA; Non-Texans 36.2%
- Top 3 Texan origin DMAs (Austin, Houston, Dallas-Fort Worth); Non-Texan DMAs (Los Angeles, CA, Davenport-Rock Island-Moline, IL, Albuquerque-Santa Fe, NM)
- Leisure travel represented 72.7% of Person-Days to the Killeen-Temple-Fort Hood, TX MSA; Vacation 8.8% and Non-Vacation 63.9%
- Business travel represented 27.3% of Person-Days to the Killeen-Temple-Fort Hood, TX MSA; Meetings 6.2% and Transient 21.1%
- Activity categories participated: Attractions 18.6%, Culture 20.9%, Family/Life Events 51.2%, Libation/Culinary 24.2%, Nature 13%, Outdoor Sports 13.4%, General 38.6%
- Average Party Size (Adults and Children) 1.62 persons
- Average Length of Stay was 1.87 days (overnight and days); 1.81 nights (overnight only).
- 87.5% traveled by Auto; 11.3% by Air
- Average distance traveled 446 miles
- Accommodation Type: Paid 27.8%; Non-Paid 70%; Other Overnight 2.2%
- Average Per Person Per Day Spending \$104.30
- Average Age 46.4 years
- Average Household Income \$79,519
- Employment: Employed 69.9%, Retired 8.9%, Not Employed 21.2%
- Marital Status: Married 74.2%, Never Married 16.8%, Divorced/Widowed 9%
- Children in Household: Yes 28.8%, No 71.2%

Killeen-Temple-Fort Hood, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Killeen-Temple-Fort Hood MSA was estimated at 3.88 million in 2014, and the volume of Person-Days was estimated at 7.90 million.

The Killeen-Temple-Fort Hood MSA's share of total Person-Days to Texas ranked 11 out of 26 Texas MSAs.

Killeen-Temple-Fort Hood, TX MSA Volume (millions)

| Person-Days | Total | Leisure | Business |
|--------------|-------|---------|----------|
| 2014 | 7.90 | 5.68 | 2.22 |
| 2013 | 7.63 | 5.48 | 2.14 |
| 2012 | 7.20 | 5.04 | 2.16 |
| Person-Stays | Total | Leisure | Business |
| 2014 | 3.88 | 2.73 | 1.15 |
| 2013 | 3.69 | 2.61 | 1.09 |
| 2012 | 3.34 | 2.31 | 1.04 |

Killeen-Temple-Fort Hood, TX MSA Share of Texas Tourism

| Person-Days | Total | Leisure | Business |
|-------------|-------|---------|----------|
| 2014 | 1.6% | 1.6% | 1.4% |
| 2013 | 1.4% | 1.4% | 1.6% |
| 2012 | 1.3% | 1.3% | 1.3% |

Killeen-Temple-Fort Hood, TX MSA

| MSA | | MSA | |
|---------------------------------------|-------|----------------------------------|-------|
| Top Origin DMAs (Person-Days) | | Top Origin DMAs (Person-Days) | |
| In State DMAs | | Out-of-State DMAs | |
| Total Texans (Intrastate) | 63.8% | Total Non-Texans (Interstate) | 36.2% |
| Austin | 19.0% | Los Angeles, CA | 8.2% |
| Houston | 13.6% | Davenport-Rock Island-Moline, IL | 4.2% |
| Dallas-Fort Worth | 12.2% | Albuquerque-Santa Fe, NM | 4.1% |
| San Antonio | 8.8% | New York, NY | 3.9% |
| Corpus Christi | 4.8% | Monterey-Salinas, CA | 3.5% |
| Waco-Temple-Bryan | 2.7% | Washington, DC (Hagerstown, MD) | 2.5% |
| Shreveport | 2.1% | Philadelphia, PA | 2.0% |
| Harlingen-Weslaco-Brownsville-McAllen | 0.6% | Wichita Falls, TX & Lawton, OK | 1.8% |
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Killeen-Temple-Fort Hood, TX MSA

| MSA | | MSA | |
|--------------------------------------|--------------|-------------------------------|--------------|
| Purpose of Stay (Person-Days) | | Purpose of Stay (Person-Days) | |
| Total Leisure | 72.7% | Total Business | 27.3% |
| Vacation | 8.8% | Meetings | 6.2% |
| Getaway Weekend-Overnight | 7.9% | Convention | 5.4% |
| Day Trip Vacation/Getaway | 0.9% | Seminar/Training | 0.0% |
| General Vacation-Overnight | 0.0% | Other Group Meetings | 0.9% |
| Non-Vacation | 63.9% | Transient | 21.1% |
| Visit Friend/Relative | 51.2% | Client Service | 10.8% |
| Special Event (celebration, reunion) | 6.9% | Inspect Audit | 3.1% |
| Medical/Health Care | 1.4% | Construction/Repair | 2.6% |
| Convention/Show/Conference | 1.1% | Sales/Purchasing | 0.4% |
| Seminar/Class/Training (personal) | 0.0% | Government/Military | 0.0% |
| Other Leisure/Personal | 3.4% | Other Business | 4.2% |

Killeen-Temple-Fort Hood, TX MSA

| MSA | | MSA | |
|---|-------|---------------------------------------|--------------|
| Activities Summary (Stays) | | | |
| Attractions (Net) | 18.6% | Nature (Net) | 13.0% |
| Nightlife (bar, nightclub, etc.) | 11.0% | Parks (national/state, etc) | 8.5% |
| Amateur Sports (attend/participate) | 3.1% | Camping | 4.3% |
| Show: Boat, Car, Home | 3.0% | Beach/Waterfront | 1.5% |
| Culture (Net) | 20.9% | Outdoor Sports (Net) | 13.4% |
| Movies | 13.3% | Hiking | 9.6% |
| Touring/Sightseeing | 11.4% | Fishing | 4.7% |
| Historic Sites | 5.4% | Hunting | 3.3% |
| Family/Life Events (Net) | 51.2% | General (Net) | 38.6% |
| Visit Friends/Relatives (general visit) | 38.8% | Shopping | 16.4% |
| Personal Special Event (Anniversary, Birthday) | 7.9% | Business | 13.7% |
| Holiday Celebration (Thanksgiving, July 4th etc.) | 5.7% | Medical/Health/Doctor Visit | 4.8% |
| Libation/Culinary (Net) | 24.3% | Trip Party Composition (Trip-Days) | |
| Culinary/Dining Experience | 24.2% | Avg. Party Size (Adults and Children) | 1.62 persons |
| Winery/Distillery/Brewery Tours | 5.0% | One Male Only | 31.0% |
| | | One Female Only | 25.8% |
| | | One Male and One Female | 28.5% |
| | | Two Male and Two Females | 3.8% |
| | | Three or More Adults | 5.6% |
| | | Adults with Children | 5.3% |

Killeen-Temple-Fort Hood, TX MSA

| MSA | | | MSA | |
|--|-----------------------------------|---------------|----------------------------------|--------------|
| Length of Stay (Stays) | | | Accommodation Type (Person-Days) | |
| Average Length (Incl. Days) | 1.87 | days | Paid Accommodations | 27.8% |
| Average Length (Overnight Only) | 1.81 | nights | Hotel/Motel | 27.7% |
| | Day –Trips | 38.0% | High-End | 0.8% |
| | 1-3 Nights | 57.7% | Mid-Level | 11.7% |
| | 4-7 Nights | 4.1% | Economy | 15.0% |
| | 8+ Nights | 0.3% | Other Hotel/Motel | 0.2% |
| Primary Mode of Transportation (Person-Days) | | | Non-Hotel/Motel | 0.0% |
| | Air | 11.3% | Non-Paid Accommodations | 70.0% |
| | Auto Travel (Net) | 87.5% | Other Overnight | 2.2% |
| | Other Transportation (Net) | 1.2% | | |
| | Bus | 0.0% | | |
| | Train | 0.9% | | |
| | Other | 0.3% | | |
| Distance Traveled One-Way from Home (Person-Days) | | | | |
| Average Distance Traveled | 446 | miles | | |
| | 250 Miles or Less | 63.2% | | |
| | 251-500 Miles | 4.8% | | |
| | 500-1000 Miles | 11.7% | | |
| | 1001 Miles or More | 20.3% | | |
| | | | | |
| | | | | |

Killeen-Temple-Fort Hood, TX MSA

| MSA | | MSA | |
|------------------------------------|--------------|---|-----------------|
| Expenditure Summary (Person-Days) | | Expenditure Summary (Person-Days) | |
| Transportation - Total | 48.0% | Avg. Per Person Per Day Spending | \$104.30 |
| Transportation - Excluding Airfare | 33.3% | Transportation - Total | \$50.00 |
| Transportation - Airfare | 14.7% | Transportation - Excluding Airfare | \$34.70 |
| Transportation - Rental Car | 5.7% | Transportation - Airfare | \$136.90 |
| Transportation - Other | 27.5% | Transportation - Rental Car | \$50.70 |
| Food | 20.6% | Transportation - Other | \$28.70 |
| Lodging - Total | 7.7% | Food | \$21.50 |
| Lodging - Room | 7.7% | Lodging - Total | \$33.20 |
| Lodging - Services | 0.0% | Lodging - Room | \$33.20 |
| Shopping | 15.4% | Lodging - Services | \$0.00 |
| Entertainment | 5.6% | Shopping | \$16.00 |
| Miscellaneous | 2.6% | Entertainment | \$5.80 |
| | | Miscellaneous | \$2.80 |

Killeen-Temple-Fort Hood, TX MSA

| MSA | | | MSA | |
|-----------------------------------|-------------------|----------|-----------------------|-------|
| Demographic Profile (Person-Days) | | | | |
| Average Age | | 46.4 | Employment | |
| | 18-34 Years | 26.1% | Employed | 69.9% |
| | 35-49 Years | 28.6% | Retired | 8.9% |
| | 50-64 Years | 33.8% | Not Employed | 21.2% |
| | 65+ Years | 11.5% | | |
| Marital Status | | | | |
| Average HH Income (in \$1,000) | | \$79,519 | Married | 74.2% |
| | Under \$25,000 | 12.1% | Never Married | 16.8% |
| | \$25,000-\$49,999 | 34.1% | Divorced/Widowed | 9.0% |
| | \$50,000-\$74,999 | 10.7% | | |
| | \$75,000-\$99,999 | 13.6% | Children in Household | |
| | \$100,0000+ | 29.6% | Yes | 28.8% |
| | | | No | 71.2% |

Waco, TX MSA

Waco, TX MSA Executive Summary

Highlights of Visitors to the Waco MSA

- Texans generated 78.4% of Person-Days to the Waco, TX MSA; Non-Texans 21.6%
- Top 3 Texan origin DMAs (Dallas-Fort Worth, Waco-Temple-Bryan, Austin); Non-Texan DMAs (Fort Myers-Naples, FL, Oklahoma City, OK, Raleigh-Durham, NC)
- Leisure travel represented 55.1% of Person-Days to the Waco, TX MSA; Vacation 9.5% and Non-Vacation 45.6%
- Business travel represented 44.9% of Person-Days to the Waco, TX MSA; Meetings 24.5% and Transient 20.4%
- Activity categories participated: Attractions 14.4%, Culture 14.7%, Family/Life Events 22.9%, Libation/Culinary 25.8%, Nature 2.4%, Outdoor Sports 3.5%, General 33.3%
- Average Party Size (Adults and Children) 1.79 persons
- Average Length of Stay was 1.66 days (overnight and days); 2.05 nights (overnight only).
- 93.2% traveled by Auto; 5.7% by Air
- Average distance traveled 295 miles
- Accommodation Type: Paid 63%; Non-Paid 31%; Other Overnight 6%
- Average Per Person Per Day Spending \$106.20
- Average Age 43.3 years
- Average Household Income \$89,526
- Employment: Employed 64.5%, Retired 11.4%, Not Employed 24.1%
- Marital Status: Married 60%, Never Married 22.3%, Divorced/Widowed 17.7%
- Children in Household: Yes 41.9%, No 58.1%

Waco, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Waco MSA was estimated at 3.91 million in 2014, and the volume of Person-Days was estimated at 6.38 million.

The Waco MSA's share of total Person-Days to Texas ranked 15 out of 26 Texas MSAs.

Waco, TX MSA Volume (millions)

| Person-Days | Total | Leisure | Business |
|--------------|-------|---------|----------|
| 2014 | 6.38 | 3.80 | 2.58 |
| 2013 | 6.12 | 3.64 | 2.48 |
| 2012 | 5.83 | 3.49 | 2.33 |
| Person-Stays | Total | Leisure | Business |
| 2014 | 3.91 | 2.33 | 1.59 |
| 2013 | 3.75 | 2.26 | 1.50 |
| 2012 | 3.60 | 2.14 | 1.46 |

Waco, TX MSA Share of Texas Tourism

| Person-Days | Total | Leisure | Business |
|-------------|-------|---------|----------|
| 2014 | 1.3% | 1.0% | 2.1% |
| 2013 | 1.3% | 1.0% | 2.2% |
| 2012 | 1.2% | 0.9% | 2.0% |

Waco, TX MSA

| MSA | | MSA | |
|-------------------------------|-------|------------------------------------|-------|
| Top Origin DMAs (Person-Days) | | Top Origin DMAs (Person-Days) | |
| In State DMAs | | Out-of-State DMAs | |
| Total Texans (Intrastate) | 78.4% | Total Non-Texans (Interstate) | 21.6% |
| Dallas-Fort Worth | 27.0% | Fort Myers-Naples, FL | 2.5% |
| Waco-Temple-Bryan | 18.9% | Oklahoma City, OK | 2.3% |
| Austin | 7.6% | Raleigh-Durham, NC | 2.2% |
| San Antonio | 7.3% | New York, NY | 2.1% |
| El Paso | 5.2% | Atlanta, GA | 1.9% |
| Houston | 4.5% | San Francisco-Oakland-San Jose, CA | 1.7% |
| Corpus Christi | 3.5% | Shreveport, LA | 1.6% |
| Victoria | 2.0% | Topeka, KS | 1.4% |
| | | | |
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| | | | |

Waco, TX MSA

| MSA | | MSA | |
|--------------------------------------|--------------|-------------------------------|--------------|
| Purpose of Stay (Person-Days) | | Purpose of Stay (Person-Days) | |
| Total Leisure | 55.1% | Total Business | 44.9% |
| Vacation | 9.5% | Meetings | 24.5% |
| Getaway Weekend-Overnight | 7.0% | Convention | 7.4% |
| General Vacation-Overnight | 1.6% | Seminar/Training | 4.3% |
| Day Trip Vacation/Getaway | 0.9% | Other Group Meetings | 12.9% |
| Non-Vacation | 45.6% | Transient | 20.4% |
| Visit Friend/Relative | 18.8% | Client Service | 4.3% |
| Special Event (celebration, reunion) | 8.5% | Inspect Audit | 3.1% |
| Convention/Show/Conference | 2.8% | Construction/Repair | 1.3% |
| Seminar/Class/Training (personal) | 2.4% | Sales/Purchasing | 1.0% |
| Medical/Health Care | 0.5% | Government/Military | 0.0% |
| Other Leisure/Personal | 12.5% | Other Business | 10.8% |

Waco, TX MSA

| MSA | | | MSA | | |
|---|--|-------|---------------------------------------|--|--------------|
| Activities Summary (Stays) | | | | | |
| Attractions (Net) | | 14.4 | Nature (Net) | | 2.4% |
| Amateur Sports (attend/participate) | | 8.0% | Parks (national/state, etc) | | 1.3% |
| Zoo/Aquarium | | 2.4% | Beach/Waterfront | | 0.7% |
| Theme/Amusement/Water Parks | | 2.3% | Wildlife Viewing (birds, whales etc.) | | 0.4% |
| Culture (Net) | | 14.7% | Outdoor Sports (Net) | | 3.5% |
| Movies | | 5.5% | Boating/Sailing | | 1.3% |
| Museums/Art Exhibits etc. | | 4.1% | Tennis | | 1.0% |
| Historic Sites | | 3.0% | Water Sports | | 0.5% |
| Family/Life Events (Net) | | 22.9% | General (Net) | | 33.3% |
| Visit Friends/Relatives (general visit) | | 17.9% | Shopping | | 17.4% |
| Personal Special Event (Anniversary, Birthday) | | 4.3% | Business | | 13.7% |
| Holiday Celebration (Thanksgiving, July 4th etc.) | | 1.7% | Medical/Health/Doctor Visit | | 2.4% |
| Libation/Culinary (Net) | | 25.8% | Trip Party Composition (Trip-Days) | | |
| Culinary/Dining Experience | | 25.8% | Avg. Party Size (Adults and Children) | | 1.79 persons |
| Winery/Distillery/Brewery Tours | | 0.0% | One Male Only | | 34.9% |
| | | | One Female Only | | 18.2% |
| | | | One Male and One Female | | 21.9% |
| | | | Two Male and Two Females | | 9.2% |
| | | | Three or More Adults | | 4.7% |
| | | | Adults with Children | | 11.1% |

Waco, TX MSA

| MSA | | | | MSA | | |
|---|--------------------|-------|----------------------------------|-------------------------|-----------|-------|
| Length of Stay (Stays) | | | Accommodation Type (Person-Days) | | | |
| Average Length (Incl. Days) | | 1.66 | days | Paid Accommodations | | 63.0% |
| Average Length (Overnight Only) | | 2.05 | nights | Hotel/Motel | | 61.8% |
| | Day –Trips | 55.9% | | | High-End | 12.7% |
| | 1-3 Nights | 38.2% | | | Mid-Level | 36.1% |
| | 4-7 Nights | 5.8% | | | Economy | 12.0% |
| | 8+ Nights | 0.2% | | Other Hotel/Motel | | 1.1% |
| Primary Mode of Transportation (Person-Days) | | | | Non-Hotel/Motel | | 1.2% |
| | Air | 5.7% | | Non-Paid Accommodations | | 31.0% |
| | Auto Travel (Net) | 93.2% | | Other Overnight | | 6.0% |
| Other Transportation (Net) | | 1.1% | | | | |
| | Bus | 1.1% | | | | |
| | Train | 0.0% | | | | |
| | Other | 0.0% | | | | |
| Distance Traveled One-Way from Home (Person-Days) | | | | | | |
| Average Distance Traveled | | 295 | miles | | | |
| | 250 Miles or Less | 72.0% | | | | |
| | 251-500 Miles | 6.1% | | | | |
| | 500-1000 Miles | 12.4% | | | | |
| | 1001 Miles or More | 9.5% | | | | |
| | | | | | | |
| | | | | | | |

Waco, TX MSA

| MSA | | MSA | |
|------------------------------------|--------------|---|-----------------|
| Expenditure Summary (Person-Days) | | Expenditure Summary (Person-Days) | |
| Transportation - Total | 36.0% | Avg. Per Person Per Day Spending | \$106.20 |
| Transportation - Excluding Airfare | 34.9% | Transportation - Total | \$38.20 |
| Transportation - Airfare | 1.1% | Transportation - Excluding Airfare | \$37.10 |
| Transportation - Rental Car | 8.7% | Transportation - Airfare | \$24.20 |
| Transportation - Other | 26.2% | Transportation - Rental Car | \$61.70 |
| Food | 23.8% | Transportation - Other | \$27.80 |
| Lodging - Total | 21.7% | Food | \$25.30 |
| Lodging - Room | 21.4% | Lodging - Total | \$44.20 |
| Lodging - Services | 0.4% | Lodging - Room | \$44.90 |
| Shopping | 11.8% | Lodging - Services | \$1.30 |
| Entertainment | 4.0% | Shopping | \$12.50 |
| Miscellaneous | 2.6% | Entertainment | \$4.30 |
| | | Miscellaneous | \$2.80 |

Waco, TX MSA

| MSA | | | MSA | |
|-----------------------------------|-------------------|----------|-----------------------|-------|
| Demographic Profile (Person-Days) | | | | |
| Average Age | | 43.3 | Employment | |
| | 18-34 Years | 35.3% | Employed | 64.5% |
| | 35-49 Years | 21.3% | Retired | 11.4% |
| | 50-64 Years | 34.3% | Not Employed | 24.1% |
| | 65+ Years | 9.1% | | |
| Marital Status | | | | |
| Average HH Income (in \$1,000) | | \$89,526 | Married | 60.0% |
| | Under \$25,000 | 10.9% | Never Married | 22.3% |
| | \$25,000-\$49,999 | 21.0% | Divorced/Widowed | 17.7% |
| | \$50,000-\$74,999 | 20.8% | | |
| | \$75,000-\$99,999 | 18.7% | Children in Household | |
| | \$100,0000+ | 16.5% | Yes | 41.9% |
| | | | No | 58.1% |

Appendix

Basic Units of Measure

The majority of data in the report is presented in travel person "days," also referred to as "Person-Days." The use of "days" accounts for the difference in party size and travel duration between travel parties. For example, each person does not spend the same amount of time at a travel destination. One person may stay for one day while another stays for eight days, each generating different revenue and economic impacts; therefore, "Person-Days" based data captures a fuller impact of a person's travel and represents a more comprehensive understanding of the competitive destinations market. "Person-Days" includes Day-Trips of over 50 miles one-way as well as overnight trips. Overnight trips are converted to "days" by adding to the number of nights a "day" factor.

"Person-Stays" represents the measure of the travel industry for which one person accounts for one trip regardless of trip length. "Person-Stays" is used to estimate travel volume. While "Person-Stays" does not capture the full impact of a person's travel, volume in "Person-Stays" is widely used in the industry. The estimated volume therefore allows comparison with other industry sources. "Person-Stays" includes Day-Trips of over 50 miles one-way and overnight trips.

"Trip-Days" represents the number of travel days spent in the market, regardless of the number of people in the travel party, and allows trips of longer length by any particular trip party type to have a greater weight than shorter trips. This measure is used to report trip party composition.

Volume/Share of Travel:

The volume of travel is estimated as the number of Person-Stays as well as the number of Person-Days at a specific destination. The share of travel is the percentage of total Person-Days to Texas accounted for by a specific destination. This information is helpful in assessing the relative volume of travel to specific destinations.

Designated Market Area (DMA):

A DMA is geographic area defined by Nielson Media Research, Inc. for what is commonly known as a television broadcast market. Every U.S. county is one and only one DMA. The data present a list of top Texas origin DMAs as well as Non-Texas origin DMAs. Some Texas DMAs are larger than 50 miles and include out-of-state counties. This information is very useful when evaluating advertising markets.

Purpose of Stay:

The primary reasons for visiting a destination are outlined. Business Person-Days are divided into Group Meetings (e.g., conventions/seminars) and Transient Business (e.g. sales/consulting). Leisure Person Days are segmented into Leisure Vacation (e.g., general vacation/getaway weekend) and Leisure Non-Vacation (e.g., visiting friends and relatives/special event). They are also segmented by activities that are grouped in various categories, such as: Attractions, Outdoor Sports, Nature, Culture, and Touring. Information on purpose of stay and activities is useful in understanding travel motivations and has direct implications for advertising messages.

Travel Party Composition/Length of Stay:

Trip Party Composition is defined as the makeup of people in the immediate travel party. Trip Party Compositions include the following segments: adults traveling with children (families), couples (one male/one female), one male alone, one female alone, or other adult combinations. The Length of Stay is distributed into Day-Trips, short trips (1-3 nights), medium trips (4-7 nights), and long trips (8+ nights). Information obtained from Trip Party Composition and Length of Stay helps profile the traveler. Both measures are strongly related to the purpose of stay. For instance, the Transient Business person (e.g., salesperson) generally travels alone and has a shorter trip length.

Expenditures:

Data on expenditures represent direct spending per person per day for six expenditure categories: transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures. Expenditure information is critical in assessing the direct economic impact of visitors.

Mode of Transportation/Distance Traveled:

The primary modes of transportation include air, car, bus, train, van/small truck, and camper/RV. The distance traveled (one-way) from home is categorized into short distances (less than 250 miles), medium distances (251 to 500 miles; 501 to 1,000 miles), and long distances (1,001 miles or more). This information is useful in deciding on advertising vehicles and communication reach.

Type of Accommodations:

The proportion of Day-Trips versus one or more nights travel is shown. Lodging types are distributed into paid accommodations (i.e., hotel/motel and non-hotel/motel) and non-paid accommodations. The strength of the hotel/motel market is compared to other paid and non-paid accommodations.

Demographic Profile:

Visitors' age, income, and employment status are key to determining the socioeconomic profile of visitors.

Statistical References

Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

| Total Travel | Sample Size for 2014 | At or near 2% or 98% | At or near 5% or 95% | At or near 10% or 90% | At or near 25% or 75% | At or near 50% |
|----------------------------------|----------------------|----------------------|----------------------|-----------------------|-----------------------|----------------|
| Total Texas | 9,434 | 0.2% | 0.3% | 0.4% | 0.6% | 0.8% |
| Prairies and Lakes Region | 3,856 | 0.3% | 0.5% | 0.7% | 1.0% | 1.3% |
| Dallas-Plano-Irving, TX MD | 2,602 | 0.3% | 0.6% | 0.8% | 1.2% | 1.6% |
| Fort Worth-Arlington, TX MD | 772 | 0.6% | 1.1% | 1.6% | 2.2% | 3.0% |
| Sherman-Denison, TX MSA | 57 | 2.2% | 4.0% | 5.7% | 8.3% | 10.9% |
| College Station-Bryan, TX MSA | 147 | 1.3% | 2.5% | 3.6% | 5.1% | 6.8% |
| Killeen-Temple-Fort Hood, TX MSA | 186 | 1.2% | 2.2% | 3.2% | 4.6% | 6.0% |
| Waco, TX MSA | 145 | 1.4% | 2.5% | 3.6% | 5.2% | 6.8% |

Research Methodology

DKSA's **TRAVEL PERFORMANCE/MonitorSM** is a comprehensive study measuring the travel behavior of US residents. DKSA contacts 50,000 distinct U.S. households monthly and has done so since 1991. DKSA is able to provide current behavior and long term trended analyses on a wide range of travel.

DKSA data are collected using an online methodology employing KnowledgePanel®, an address based sample panel offered by Knowledge Networks. The sample is drawn as a national probability sample and returns are balanced to ensure representation of the U.S. population according to the most recent U.S. Census. Key factors used for balancing are Origin State, Age, Income, Education, Gender, Ethnicity/race and return rates. The Knowledge Networks sample is used to create benchmark weights which are applied to surveys returned from other managed panels used by DKSA.

Both traveling and non-traveling households are surveyed each month enabling DKSA to generate the best estimate of travel incidence (volume) within the total U.S. population. Among those who have traveled (overnight in the past three months, and daytrips in the past month) details of their trip(s) are recorded for each month. This overlapping, repeating monthly approach boosts the observed number of trips for each travel month and controls for seasonality and telescoping biases.

"Travel" is defined as either an overnight trip defined as going someplace, staying overnight and then returning home or as a day trip defined as a place away from home and back in the same day. Respondents report travel behavior for each stay of each trip; an approach that enhances reporting for specific travel events, activities and spending.

A wide variety of general travel information is collected including travel to destinations at a city level, hotel stayed in, purpose of stay and activities, expenditures, mode of transportation, party composition, length of stay, travel agent and group tour usage, satisfaction and value ratings, and demographics, including origin markets.

Several questions are asked as open-ends to ensure that the responses are not influenced by a pre-listed set of response categories. Each respondent identifies the actual destination visited with an open-end response. This is particularly significant for obtaining accurate data for smaller cities and counties and representing total travel. This increases time and expense to accurately capture these responses but quality requires it.

Extensive coding lists are updated regularly to ensure that all data is recorded accurately. DKSA's Quality control committee conducts bi-monthly meetings to review survey results and examine methods to maintain and improve quality control.

About DKSA

D.K. Shifflet & Associates Ltd. is the leading U.S. consumer travel research firm. DKSA is located in McLean, VA and has, for the last 27 years, provided the industry's most complete consumer based travel data on U.S. residents and their travel worldwide. Our clients include destination marketing organizations, theme parks, credit cards, auto clubs, hotel chains and more.